

To: Orquina, Jessica[Orquina.Jessica@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]
From: Dew, Judy
Sent: Fri 4/7/2017 4:10:49 PM
Subject: RE: Top web search terms

Yes, they are.

Judy Dew

Office of Information Management (OIM)

Web Content Services Division (WCSD)

Phone: (919) 541-2987

Fax: (919) 541-3648

From: Orquina, Jessica
Sent: Friday, April 07, 2017 11:40 AM
To: Dew, Judy <Dew.Judy@epa.gov>; Hart, Daniel <Hart.Daniel@epa.gov>
Subject: RE: Top web search terms

So, it looks like the top refers are all internal, is that correct?

Jess

Jessica Ann Orquina

Associate Director

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

From: Dew, Judy

Sent: Friday, April 07, 2017 10:53 AM











To: Orquina, Jessica <Orquina.Jessica@epa.gov>; Hart, Daniel <Hart.Daniel@epa.gov>

Subject: RE: Top web search terms

These are the top 5 pages in the clean power plan and their top referrers. When we do the redirects the whole site including subpages will redirect to the new page so there shouldn't be 404 errors. No matter where the links originated.











epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants

top referrers to this page.

Previous Page Path		Pageviews	% Pageviews
epa.gov/cleanpowerplan		1,340	30.52%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan		674	15.35%
epa.gov/cleanpowerplan/regulatory-actions		378	8.61%
epa.gov/climatechange/climate-change-regulatory-initiatives		165	3.76%
epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants		157	3.58%
epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants		131	2.98%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-numbers		115	2.62%
epa.gov/cleanpowerplan/clean-power-plan-petitions-reconsideration-january-2017		110	2.51%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-key-changes-and-improvements		91	2.07%
epa.gov/cleanpowerplan/clean-power-plan-final-rule-table-contents		90	2.05%











epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan

top referrers

Previous Page Path		Pageviews	% Pageviews
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants		2,198	84.83%
epa.gov/cleanpowerplan		149	5.75%
epa.gov/home/pdf-files		28	1.08%
epa.gov/index.html		20	0.77%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-numbers		18	0.69%
epa.gov/ghgemissions/us-greenhouse-gas-inventory-report-1990-2014		12	0.46%
epa.gov/laws-regulations/summary-clean-air-act		12	0.46%
epa.gov/newsreleases/epa-review-clean-power-plan-under-president-trumps-executive-order		10	0.39%
epa.gov/clean-air-act-overview		9	0.35%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-key-changes-and-improvements		9	0.35%











epa.gov/cleanpowerplan

Top referrers







Previous Page Path	Pageviews	% Pageviews
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants 	844	31.12%
epa.gov/climatechange/reducing-greenhouse-gas-emissions 	277	10.21%
epa.gov/cleanpowerplan/regulatory-actions 	257	9.48%
search.epa.gov/epasearch/epasearch 	221	8.15%
epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants 	210	7.74%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan 	160	5.90%
cleanpowerplanmaps.epa.gov/cpp/index.html 	106	3.91%
epa.gov/history 	73	2.69%
epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants 	48	1.77%
epa.gov/cleanpowerplantoolbox 	46	1.70%

epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants

Top referrers

Previous Page Path		Pageviews	% Pageviews
epa.gov/cleanpowerplan		426	46.00%
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants		108	11.66%
epa.gov/ghgemissions/overview-greenhouse-gases		74	7.99%
epa.gov/climatechange/ghgemissions/sources.html		57	6.16%
search.epa.gov/epasearch/epasearch		42	4.54%
epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants		38	4.10%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan		34	3.67%
epa.gov/ghgemissions/sources-greenhouse-gas-emissions		34	3.67%
epa.gov/cleanpowerplan/regulatory-actions		14	1.51%
epa.gov/climate-change-science/overview-climate-change-science		12	1.30%

epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants

Previous Page Path	Pageviews	% Pageviews
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants 	274	42.75%
epa.gov/cleanpowerplan/regulatory-actions 	119	18.56%
epa.gov/cleanpowerplan/carbon-pollution-standards-final-rule-august-2015 	79	12.32%
epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants 	38	5.93%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan 	26	4.06%
epa.gov/cleanpowerplan/carbon-pollution-standards-petitions-reconsideration-april-2016 	14	2.18%
epa.gov/cleanpowerplan 	13	2.03%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-carbon-pollution-standards-key-dates 	10	1.56%
epa.gov/cleanpowerplan/fact-sheet-details-about-proposal-new-sources 	5	0.78%
epa.gov/climatechange/what-epa-doing-about-climate-change 	5	0.78%

Judy Dew

Office of Information Management (OIM)

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Phone: (919) 541-2987

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From: Orquina, Jessica

Sent: Friday, April 07, 2017 10:37 AM

To: Hart, Daniel <Hart.Daniel@epa.gov>

Cc: Dew, Judy <Dew.Judy@epa.gov>

Subject: Re: Top web search terms

I talked to JP. He clarified his question. What he wants to know is referring sites to the CPP web area.

Jess

Jessica Ann Orquina

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U.S. Environmental Protection Agency

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On Apr 7, 2017, at 10:27 AM, Hart, Daniel <Hart.Daniel@epa.gov> wrote:

Judy, see below. JP is our new AA. Can you help us answer his questions he raises?

Daniel (Danny) Hart | Director of Web Communications | Office of Public Affairs | U.S. EPA | [Tel:202.564.7577](tel:202.564.7577) | cell: [202.365.7095](tel:202.365.7095)

Begin forwarded message:

From: "Freire, JP" <Freire.JP@epa.gov>
Date: April 7, 2017 at 9:00:56 AM EDT
To: "Orquina, Jessica" <Orquina.Jessica@epa.gov>
Cc: "Konkus, John" <konkus.john@epa.gov>, "Hart, Daniel" <Hart.Daniel@epa.gov>, "Hull, George" <Hull.George@epa.gov>
Subject: RE: Top web search terms

This is very interesting!

When folks were searching climate change, what were they most often getting to? I guess I'm asking, where would they land most frequently? (Not the top search result, but the most trafficked page coming from a climate page search.

Separately: Can we figure out the top referrer to our climate change pages (specifically the Clean Power Plan site)?

From: Orquina, Jessica
Sent: Friday, April 7, 2017 8:58 AM
To: Freire, JP <Freire.JP@epa.gov>
Cc: Konkus, John <konkus.john@epa.gov>; Hart, Daniel <Hart.Daniel@epa.gov>; Hull, George <Hull.George@epa.gov>
Subject: Top web search terms

Hi JP,

These are the top 10 search terms on EPA.gov for the last year by month. That should help you understand what people are coming to our site for. Let us know if you have any questions or there's other information you would like to see.

Thanks! Jess

Top Search Terms

Mar-17	Feb-17	Jan-17	Dec-16	Nov-16	Oct-16	Sep-16	Aug-16	Jul-16	Jun-16	May-16	Apr-16	Mar-16
climate change	climate change	climate change	radon	radon	radon	interior design	interior design	interior design	interior design	interior design	interior design	lead

lead	radon	global warming	climate change	lead	lead	lead	radon	radon	radon	acid rain	acid rain	radon
radon	global warming	lead	lead	climate change	climate change	radon	lead	lead	lead	radon	radon	asbestos
clean water act	lead	radon	acid rain	acid rain	acid rain	clean water act	mold	tsc	tri	lead	lead	superfund
clean air act	clean water act	climate change	asbestos	ozone	asbestos	mold	tsc	mold	tsc	search	superfund	acid rain
global warming	acid rain	asbestos	mold	asbestos	mold	asbestos	asbestos	asbestos	asbestos	climate change	climate change	air pollution
air pollution	clean air act	clean air act	clean air act	air pollution	clean water act	tsc	rcra	asbestos	mold	asbestos	clean air act	mold
superfund	air pollution	abrupt climate change	clean water act	clean water act	superfund	clean air act	superfund	superfund	superfund	water	asbestos	clean air act
asbestos	asbestos	clean water act	superfund	clean air act	water	acid rain	clean water act	rcra	search	pfoa	clean water act	water
acid rain	water	climate change action plan	global warming	mold	air pollution	climate change	clean air act	water	superfund	water	water	clean water act

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